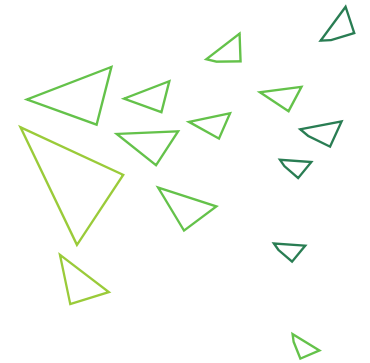




A Digital Strategy for IPEX

Workshop 3 – social media strategy: ideas for the future

NCs meeting – Tallinn | 23.11.2018



Agenda for Workshop 3 “Social Media Strategy – ideas for the future”

Welcome - Bruno DIAS PINHEIRO (PT), Tuula ZETTERMAN (SE)

11.45-12.00

- A Social Media Strategy for IPEX? - background and general remarks
- Ask and discuss the main questions - background paper
- Present the main findings from your answers to the questionnaire – 32 respondents

12.00-12.20

- Three questions to discuss in two groups

12.20-12.45

- Sum up workshop group discussions & next steps

Agenda for Workshop 3 “Social Media Strategy – ideas for the future”

Welcome - Bruno DIAS PINHEIRO (PT), Tuula ZETTERMAN (SE)

14.00-14.15

- A Social Media Strategy for IPEX? - background and general remarks
- Ask and discuss the main questions - background paper
- Present the main findings from your answers to the questionnaire – 32 respondents

14.15-14.35

- Three questions to discuss in two groups

14.35-15.00

- Sum up workshop group discussions & next steps

I. Background and general remarks

IPEX Digital Strategy

- *“mutually beneficial interaction and cooperation with other platforms, forums and networks should be considered and fostered by the Board whenever necessary and when this feeds into the evolving needs of the target IPEX audience”*

IPEX Work Programme 2017-2020

- *“priority objective 2: strengthening the promotion of IPEX the need to enhance the use and visibility of IPEX.”*

Conference of IPEX Users (Stockholm, March 2018)

- *“The need of promoting IPEX on social media was also discussed. It was suggested that IPEX should have a social media strategy, be available on sites such as LinkedIn and Facebook and that automatic updates should be made from IPEX to social media.”*



General idea

- # Brand awareness of IPEX: look for opportunities
- # Digital strategy
- # Raise awareness before any engagement
- # Not imposing any approach
- # Open the discussion at the Board + Correspondents and establish a dialogue on this issue
- # Ask the questions: where are we on social media? How will this benefit our communication policy? Who is our target audience and where does it stand on social media?
- # Involve the Correspondents and learn from existing best practice
- # Options on how to move forward
- # Strategy building: defining aims, asking the right questions, talking to the right people and content analysis

II. Ask the main questions (background paper)

- a) Where do we stand at present on social media?
- b) Will a social media strategy maximise our potential to communicate IPEX and its visibility?
- c) Who are our stakeholders?
- d) What are our strengths and weaknesses in developing a social media strategy?
- e) How to move forward?

III. Questionnaire – main findings (1/3)

Q19/20. Are you active on social media? Strategy?

- A clear majority of the respondents (80%) replied that their parliament was active on social media.
- However only 44% replied that their parliament had a social media strategy / code of conduct.

Q21. Purpose of the social media strategy

- 50%: sharing information on events and decisions
- 28% raise awareness on constitutional matters and the role of the parliament in decision-making.
- Other: increase awareness of role of parliament, info about EU Presidency, raise awareness about constitutional matters, parliamentary history.

Q.22: Main target group

- 89,66%: the public
- 55,17%: journalists/media
- 44,8%: MPs
- 37,93%: staff of political groups.

III. Questionnaire – main findings (2/3)

Q23 and 25: which social media channels are used?

- Twitter: 17, Facebook 16, Instagram 10, Youtube: 8, Flickr: 4, LinkedIn: 2
- The majority preferred several social media channels
- The communications department was identified as the responsible body for 53% of the respondent followed EU-affairs committee which was identified by 17%.

Q24. Which type of EU-related information is shared?

- 50%: sharing information on events and decisions
- 28% raise awareness on constitutional matters and the role of the parliament in decision-making.
- Other: agendas and minutes, subsidiarity checks, newsletters and bulletins on EU, live broadcast of committee meetings, press releases etc.

Q.26 and 27: MPs interact? Do you share info English?

- 52%: MPs interact with the parliament's social media channels, mainly by retweeting, sharing, likes and comments;
- 71% replied that their parliament published information in English

III. Questionnaire – main findings (3/3)

Q28: Should IPEX be active on social media?

- 76% **yes**: some noting that the process is becoming unavoidable.
- Yes: promotion of IPEX, the opportunity to reach the public and target audiences more effectively;
- No: IPEX should focus on the quality and credibility of information uploaded on the website.

Q30. An option to share on the IPEX scrutiny page?

- Having the option to share information uploaded on a specific scrutiny page was viewed **as useful by 72% of the respondents**, some also noting that it would depend on the kind of information uploaded and where it would be shared.

Other issues

- Necessity to change the current Guidelines and the scope of the Digital Strategy to develop a social media presence,
- to allocate responsibilities
- to decide on a code of conduct,

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2 2 6



Lords EU Committee @LordsEUCom · 19 de nov

Lord Tim Boswell addresses fellow national parliamentarians about #Brexit at #COSAC meeting in Vienna

Traduzir Tweet



IV. Questions to discuss



i) Will a social media strategy maximize the potential to communicate IPEX?



ii) What are our strengths and weaknesses in developing such a strategy?



iii) which content are we to promote via social media and to which audience?

Workshop 3: Social Media Strategy – ideas for the future

11:45 – 12:45 Group 1

- Phivos HADJIGEORGIOU
- Jerry HILBERT
- Joanna KWIECIENÍ
- Catarina LOPES
- Marek PIRSEL
- Cédric SCARPELLINI
- Sofia EKSTRAND

11:45 – 12:45 Group 2

- Marion REIGO
- Katrin AUDEL
- Andrea BEDNARIK
- Herbert DEGENS
- Regina WASOWICZ
- Birgit VON PFLUG
- Hannah DOWLING

14:00 – 15:00 Group 1

- Kristi SÖBER
- Gianpaolo ARACO
- Gregor BURGSTALLER
- Anna CZELEJ-SZONERT
- Jeron DEN HARTOG
- Petra DURINOVA
- Mihaela GÎDEI

14:00 – 15:00 Group 2

- Eva HADRAVOVA
- Dinka JASAREVIC
- Dedë KASNECI
- Renée KREBS
- Milan PETRIK
- Mario STRAKA
- Anna UHNÁKOVÁ



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